

2024 Wyndham Learning Festival



WYNDHAM Learning FESTIVAL
1-7 SEPTEMBER 2024

EMPOWERING COMMUNITIES THROUGH LIFELONG LEARNING

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Final Report and Evaluation

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WYNDHAM Learning FESTIVAL 1-7 SEPTEMBER 2024

Table of Contents

2024 Wyndham Learning Festival	1
Table of Contents	2
Acknowledgement of Country	3
Executive Summary	4
Key Learnings and Insights.....	8
Learning events were classified into eight categories:	9
Why Are Learning Festivals Important?.....	10
Project Objective	11
Project Collaborations – The Co-Lead Team.....	11
Project Working Group.....	13
Evaluation: Most Significant Change Technique	14
Marketing and Promotion	19
Wyndham Learning Festival Metro Trains Promotion.....	26
Wyndham Learning Festival Digital Billboards Promotion	26
Engagement Report:	27
WLF Bags as a Marketing Tool.....	30
Media Coverage	32
Sponsorship	35
Community Engagement.....	37
Support to Event Providers	38
Event Holder Information Session	38
Events Registered.....	40
Wyndham Learning Festival events booked out!	40
WLF Official Launch & Wyntalk Signature Event.....	41
WLF Learning for Business.....	42
WLF Website.....	43
Feedback and Areas for Improvement.....	43
Evaluation Framework	44
Launch and Keynote Event Participant Feedback.....	44
Event Participant Feedback	46
Event Provider Feedback.....	47
Post Festival Reflections Session	48
.....	49
Considerations from the Co-lead team include:.....	50
Next Steps.....	50
Contact Details	50
.....	50
Appendix 1: 2024 WLF Program.....	51
Appendix 2: WLF Video Wrap.....	53



Acknowledgement of Country

Wyndham recognises Aboriginal and Torres Strait Islander peoples as the First Custodians of the lands on which Australia was founded. We acknowledge the Bunurong and Wadawurrung people as the Traditional Custodians of the lands on which Wyndham is being built, and on which we work and live, and where learning takes place. We pay respect to their Ancestors and Elders who always have, and always will, care for Country and community, today and for future generations. We pay respect to the diversity of Aboriginal communities past, present, and future, and the richness our Aboriginal community members bring to Wyndham and their learning that has been passed across generations for thousands of years.



Image: Mark Brown, Bunurong Land Council Aboriginal Corporation

Executive Summary

The 2024 Wyndham Learning Festival has come to a successful close, continuing its legacy of celebrating lifelong learning with the theme of "Empowering Communities Through Lifelong Learning." From 1 to 7 September, this free Festival offered an exciting array of events across various categories, including Arts; Sports & Recreation; The World of Work; Biz & Tech; Environment & Sustainability; Wellbeing & Self-Care; History; Culture & Diversity; Food & Cooking; and Families & Children.

This year's Festival hosted over 90 free events across these categories, ensuring there was something for everyone! The Festival featured a variety of workshops, seminars, and interactive sessions designed to enhance and inspire community learning and personal development. Over 2,500 registered attendees enjoyed hands-on activities, insightful talks from industry experts, and networking opportunities. Key highlights included sessions on digital literacy, creative skills, and career development at the Learning for Business expo; dancing; cooking; car care; cultural immersion; inspiring young scientific minds; mindfulness workshops; AI tools; art therapy; the 10-year anniversary celebration of the Green Living Series with Hannah Moloney and so much more.

The feature of the Festival was the "WynTalk: Wyndham Learning Festival Launch with Dr. Karl" on Saturday, 31 August, at the Encore Events Centre. Dr. Karl's keynote on sustainable science captivated the audience, blending his passion for science with a focus on climate change, leaving attendees both inspired and informed. His talk underscored the importance of clear, accurate communication, particularly around urgent issues like climate change, often muddled by misinformation and 'fake news'.

Dr. Karl's insights were both enlightening and alarming—highlighting that microplastics are now found in everything from raindrops to human bodies, with the average 40-year-old carrying enough to fill half a block of butter. He further shed light on the inadequate tax contributions of fossil fuel companies despite their massive earnings and made a compelling case for reversing climate change using existing technology at a cost less than current subsidies to the fossil fuel industry. The takeaway was clear: with awareness and action, it's not too late to change course.

We were privileged to have Uncle Mark Brown open the Festival with a powerful Welcome to Country, reminding us of the importance of Indigenous voices in caring for our land. The launch also featured a mini expo including engaging activities such as face-painting, 60-second portraits, a beautiful choir performance, and a healthy gardens workshop, ensuring a fun and enriching experience for all attendees.

The enthusiasm and engagement from the Wyndham community were remarkable. The 670 registrations for the launch alone demonstrate Wyndham's strong interest in learning and



sustainability. Dr. Karl's keynote set the tone for the week, sparking thoughtful conversations and inspiring action. The Festival once again succeeded in bringing together people of all ages and backgrounds, united by a shared commitment to learning and a brighter future for Wyndham.



Audience feedback was overwhelmingly positive, with comments such as:

- *Congratulations to @wyndhamcec and @wynlearnfestival for shining a light on a problem we can't ignore. Uncle Mark Brown's Welcome to Country delivered a powerful message: we need to listen to Indigenous voices to truly care for our land.*
- *Australia's national living treasure, Dr. Karl, took us on an eco-expedition into sustainable science and climate issues.*
- *Dr. Karl highlighted the importance of clear and accurate communication in a world filled with 'fake news' and misinformation, making it challenging to uncover the truth behind crucial topics like climate change.*
- *Dr. Karl's insights were both enlightening and sobering. We have a long way to go, but we can't afford to ignore the truth any longer.*
- *We owe it to future generations to solve the climate crisis NOW. Thrilled to have met Dr. Karl and inspiring the next generation of Doctors!*

5

and

- *The Launch was an exciting start to what is going to be a week-long series of incredible learning! There was lots of buzz and excitement - I love how the community has come together to make this such a joyful and welcoming space. A big thank you to the organisers!*

This year's Festival was generously supported by sponsors Victoria University, Melbourne; Pacific Werribee; BorrowBox; Southern Rural Water and Kip McGrath Werribee. Special thanks to ME Bank for their sponsorship of the Learning for Business event.

The Festival fostered a vibrant atmosphere of learning and collaboration, leaving participants with new knowledge and skills to apply in their personal and professional lives. Overall, the Wyndham Learning Festival achieved its goal of promoting and celebrating lifelong learning and community engagement.

The Wyndham Learning Festival is a key signature event of the [Wyndham Learning Community Strategy 2024-2029](#).



Summary of survey feedback included:

- 80% of participants were satisfied or very satisfied with the quality of events.
- 95% of participants said they were likely to attend a similar event in the future.
- 65% of event holders had not previously held an event at the Festival.

Background to Festival:

The Wyndham Learning Festival is led by Wyndham Community and Education Centre with support from Wyndham City.

As collaborators on the delivery of the Festival, now in its ninth year, the Wyndham Community and Education Centre (Wyndham CEC) and Wyndham City Council (WCC) share a passion for learning and recognise the far-reaching social, economic, environmental, and cultural benefits of promoting lifelong learning.

Some key highlights include:

- 96 events (78 in 2023)
- In person events: 88 (52 in 2023)
- Online/Zoom/Teams:8 (9 in 2023)
- Total registrations 2318 via the WLF website, (1,236 in 2023) this does not include all registrations, as some event host used external booking systems, such as Eventbrite, Humanitix and their own booking systems (ie. Green Living Series with Hannah Moloney, Living Books, Lunch and Learn and Werribee Theatre Company events, this would tally approximately 1,000 additional bookings, with total registrations ~**3,300**).
- WLF website views:15,765 (7,659 in 2023)

In 2024, registration numbers for the Wyndham Learning Festival varied widely between events, with the launch drawing 670 registrations and 500 attendees, demonstrating a strong turnout. The other signature event, the Living Green Series with Hannah Moloney, had 170 registration and an impressive attendance of 150 people. This highlights a successful conversion rate for these key events.

However, overall attendance ranged from as few as 4 participants to a peak of 35 for other events, reflecting a continued issue from previous years where not all registered individuals attended. This inconsistency suggests that while some events achieve high engagement, others still face challenges in converting registrations into actual participation. It underscores the need for improved communication and engagement strategies to ensure better alignment between registrations and attendance across all events. This is an issue shared by many other event hosts offering free events.

Key Learnings and Insights

- **Building Social Connections:** Live events continued to foster strong connections and social engagement. Attendees had opportunities to meet new people, enhancing the sense of community in ways they may not have experienced otherwise.
- **Effective Promotion through Networks:** Leveraging the networks of the working group remained highly effective in promoting festival events. Partnerships and established community ties helped boost attendance and visibility for a wide variety of activities.
- **Challenges with Indigenous Learning Offerings:** Engaging Indigenous learning event holders posed challenges. Continued work is needed to identify and address barriers to participation for these important contributors and to ensure First Nations' representation.
- **Popularity of Hands-On Workshops:** As in previous years, hands-on workshops, particularly those like cooking classes and practical activities, proved extremely popular, drawing large crowds and enthusiastic feedback from participants.
- **Website Enhancements Feedback:** Attendees continued to suggest improvements for the Festival website, particularly advocating for features like automated reminders and calendar plugins to make event participation easier and more organised.
- **Promotional Support for Event Organisers:** Encouraging all event organisers to promote other Wyndham Learning Festival events was vital to cross-promotion. Ensuring they had easy access to marketing materials was again essential to fostering this collaborative approach.
- **Representation Across Categories and Ages:** Events were thoughtfully designed to include a range of activities, ensuring representation across all categories, and catering to various age groups. This inclusivity helped maintain wide appeal.
- **Value of a Curated Program:** Having a curated program enables organisers to offer a balanced selection of events, providing participants with a diverse array of learning opportunities across all themes and categories.



Photo: image of activities at WLF Launch

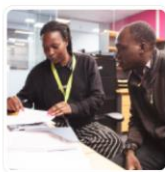
2024 Event categories



The Arts



Sports & Recreation



The World of Biz. & Tech



Wellbeing & Self-Care



History, Culture, & Diversity



Food & Cooking



Families & Children



Environment & Sustainability

Learning events were classified into eight categories:

1. The Arts
2. Sports & Recreation
3. The World of Work & Tech
4. Wellbeing & Self-Care
5. History, Culture & Diversity
6. Food & Cooking
7. Families & Children
8. Environment & Sustainability

The working group extends its heartfelt gratitude to the Gold Sponsors of the 2024 WLF for their generous support, unwavering commitment, and active involvement in the Festival: Victoria University and Pacific Werribee Shopping Centre. Both entities served as gold sponsors, and their generous support for the Festival, as well as their dedication to learning within the Wyndham community, was deeply valued. Victoria University has consistently been a gold sponsor since the inception of the WLF, with Pacific Werribee Shopping Centre being a valued sponsor for the last four years, this underscores the idea that lifelong learning opportunities can be found anywhere, even right within our local shopping centre!

New sponsors this year include Bolinda BorrowBox, Southern Rural Water and Kip McGrath Werribee. Southern Rural Water manages Victoria's water resources, supporting sustainable water use and helping communities thrive. Bolinda brings world-class audiobooks and digital content to libraries, making learning accessible to everyone and Kip McGrath Werribee provides tailored tutoring to help students achieve academic success and reach their full potential.

In 2024, the Festival introduced event-specific sponsorship opportunities for businesses and organisations. We welcomed ME Bank as the major sponsor for the Learning for Business event.

Being a Festival sponsor offered visibility and cost-effective brand awareness opportunities. It also enabled the sponsors to support local organisations, our community, the sustainability of our Festival, and Wyndham's proud designation as an official UNESCO Learning City.



Why Are Learning Festivals Important?

Learning Festivals, such as the Wyndham Learning Festival (WLF), play a critical role in promoting lifelong learning by offering community members a unique platform to celebrate learning and engage in diverse events aimed at expanding knowledge, skills, and interests. These annual festivals are designed to create accessible, free learning opportunities across local government areas, spanning a wide variety of interests for people of all ages.

By fostering a culture of lifelong learning, festivals like the WLF embrace new events, sponsors, and participants that reflect the community's diversity and vitality. The inclusive nature of these festivals allows participants to explore new pursuits, acquire valuable skills, and form meaningful social connections. In doing so, they help reignite enthusiasm for continuous learning and build networks that promote social inclusion and active community involvement. As a result, learning festivals contribute to enhancing the liveability, equity, and unity of a city.

Learning Festivals are crucial in creating inclusive, equitable, and diverse learning environments for all community members. These events are designed to welcome individuals from all backgrounds—regardless of gender, ethnicity, age, religion, or life experiences—ensuring that everyone has access to free learning opportunities. Moreover, these festivals ignite a passion for lifelong learning that extends beyond the festival itself, benefiting both participants and event organisers.

The overarching goal of a Learning Festival is to unite people through shared learning experiences, encouraging individuals to step out of their comfort zones and embrace new opportunities. By promoting both formal and informal education, these festivals establish a diverse and dynamic learning community. This year's WLF theme, "**Empowering Communities Through Lifelong Learning**," exemplifies how a common theme can address specific community challenges while bringing people together in celebration of knowledge.

Overall, Learning Festivals offer a variety of learning experiences tailored to the needs and aspirations of a community's residents. They enhance equity and inclusivity, supporting the idea that learning is for everyone, regardless of background or circumstances.



Image: Talk to a Living Book

Project Objective

The primary objective of the Wyndham Learning Festival (WLF) is to host a city-wide event that offers free learning opportunities across the City of Wyndham. The festival aims to cater to a broad audience, providing activities that encourage and celebrate lifelong learning for individuals of all ages and interests. Its purpose is to showcase the extensive learning opportunities available in Wyndham, while also inviting new events, sponsors, and participants to contribute to the city's diverse and vibrant learning community.

The WLF creates opportunities for community members to explore new experiences, acquire valuable skills, and engage in lifelong learning, while fostering a sense of unity and community pride through shared participation in these events.

Project Collaborations – The Co-Lead Team

The Wyndham Learning Festival is championed by Wyndham CEC, with high-level leadership provided by the Festival Project Lead and the Director of Education. Together, they oversaw the entire Festival's execution, ensuring its smooth operation and success. Wyndham City Council (WCC) provided critical support, contributing two staff members, Coordinator Learning Community and Learning Community Officer, who worked in various capacities across the Festival. WCC staff played key roles, offering administrative support during working group meetings, assisting with Festival management and administration, and delivering on-ground coordination where required.

Additionally, a student placement (Australian Learning Communities Network/RMIT/Wyndham) provided valuable assistance and support throughout the Festival, further enhancing the team's capacity to manage and execute the Festival effectively.

Wyndham CEC played a central role, chairing Working Group meetings, scouting potential events across Wyndham, and engaging event organisers to ensure their participation and seeking Festival sponsorship. They worked closely with organisers, offering extensive support throughout the registration, and booking phases over several months. Wyndham CEC also took charge of curating and managing all content on the WLF website, booking systems, and social media platforms, including the WLF Facebook page. Communication with participants and event organisers was streamlined through EDM Mailchimp. Moreover, Wyndham CEC led review meetings, helped develop feedback forms, and took the lead in securing sponsorships for the Festival.

The Festival's updated website, with its enhanced design and booking functionality, was well received by event holders and participants alike. The site contributed to the Festival's success with 96% of respondents finding the website easy to use.

- *“I found it easy to use and very informative” (Festival attendee)*

Additionally, Wyndham CEC and WCC provided substantial support to event holders in their shared roles of leading and coordinating the Festival. Positive feedback was received from surveys with comments including:

- *“Wyndham CEC, Wyndham Council and the WLF team have always been supportive and helpful with the registration process” (event host)*
- *“From the moment we first connected with the WLF Festival co-ordinator from WCEC, our involvement in the Wyndham Learning Festival has been a positive and energising experience.” (event host)*
- *“For my first learning festival, I was so grateful for all the support and help from the organisers”. (event host)*
- *“Kudos to the WLF2024 team for another amazing year!” (event host).*



Images: Wyndham CEC Cultural Learning Showcase

Project Working Group

The WLF Working group met monthly from February to August 2024. A final reflection and evaluation meeting was held on 19 September 2024. Member representation came from the following organisations:

- Wyndham CEC (3 members)
- WCC Learning Community Unit (2 members)
- WCC Libraries and Community Centres
- WCC Communications Team
- WCC Youth Services Team
- WCC Sustainability & Resilience Team
- WCC Arts & Culture Team
- WCC Community Strengthening & Inclusion Team
- Westend Photography
- The Gordon
- Victoria University



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Evaluation: Most Significant Change Technique

The Most Significant Change (MSC) Technique is a qualitative evaluation tool that looks at the impact of programs and events, through insights gained from interviewing individuals who took part in the events. For the Wyndham Learning Festival, four individuals were interviewed. The interview was semi-structured, giving the participants the liberty to share their story and to fully capture the Festival's impact. Short stories were shared with the interviewees providing them with the opportunity to change or add to their piece.

The **Most Significant Change Stories** can be seen below:



Craig's story - Event Sponsor

How did you hear about the Wyndham Learning Festival?

I learnt about the Wyndham Learning Festival from being involved with local businesses and the community. I felt that there was a good opportunity for ME Bank to be part of the festival, and after meeting with Frith from Wyndham Community & Education Centre we were inspired to get involved.

Tell me about yourself?

My family and I moved to Point Cook in 2009. I ran my own business finance broking business for 7 years, taking a role at ME Bank in 2023 to work with businesses and individuals.

What events did you attend (or host)? Did you find them beneficial as a learning event?

We sponsored the Learning for Business Showcase, attended this full day event, and presented an Economic and Property Market Update.

Reflecting on your involvement with the Wyndham Learning Festival, what was the most significant impact for you being a part of this festival?

It was great to connect with local businesses and the community, and it was amazing to feel the excitement and positive energy from the Learning for Business Showcase. The people that attended our presentation were so interactive and engaging, and we have received such amazing feedback, that we can't wait to return next year.



Martin's Story – Event Holder

I have been an Event Holder since 2018, recognising what a significant impact my personal leadership workshops can have in our local community. After migrating from Europe in 2001, my wife and I made Hoppers Crossing our home in 2004, where we are raising our wonderful children. Together, we run a small Leadership Skills and Coaching business, serving clients from our community, across Victoria, interstate and even internationally.

In collaboration with a fellow local resident and Transformational Coach, I offered a mindset workshop titled 'Breaking free from self-doubt – Achieve clarity and confidence to live life on your own terms.' We had the honour of welcoming around 20 participants who actively contributed to a safe, inclusive, and engaging environment at the newly opened Truganina Community Centre. I believe this event made a lasting impact on attendees, helping to transform the way they approach life going forward. But don't take my word for it – following are some comments from event participants: "It was an awesome and insightful session. Put simply, power packed and very valuable. Loved it. "Their heartfelt delivery captivated the audience, creating an engaging and empowering atmosphere. The insights and strategies they shared were practical and inspiring." "Very enlightening. It was an amazing opportunity to self-reflect and get to that clarity of achieving the best of potential." "It's one of the most amazing leadership programs I ever attended. Thank you very much."

Events like these are powerful platforms for creating positive ripple effects in our community. Whether it be wellbeing and self-care workshops like ours, family activities, coming together for cooking classes, or being artistic, lifelong learning is such a vital factor in the successful future for Wyndham. I remain a strong advocate for the Wyndham Learning Festival, which provides fantastic opportunities for our community to keep growing and learning.



Loren's Story – Event Host

How did you hear about the Wyndham Learning Festival?

I have participated as an event host for many years now, so the event was already earmarked on my calendar when I received an email from the festival team letting me know that they were looking for event submissions for the 2024 event.

Tell me about yourself?

I live in Point Cook and have two businesses that are in Wyndham. They are Impactiv8, which is an award-winning digital marketing education and consultancy agency, and Business Addicts Coworking, which is a coworking space located on Old Geelong Road, in Hoppers Crossing. I am a digital marketing strategist, who loves to share my knowledge with other business owners.

What events did you host (and/or attend)? Did you find them beneficial as a learning event?

I hosted three events at the 2024 Wyndham Learning Festival:

- *How To Use AI To Create Social Media Content With Ease*
- *AI Tools That Will Revolutionise Your Business*
- *How To Achieve Mega Ads Success With Meta Ads*

I also attended three other events as part of the Business Hub event.

Reflecting on your involvement with the Wyndham Learning Festival, what was the most significant impact for you being a part of this Festival?

I had three new presentations that I wanted to create and test that provided loads of value, but also helped promote my expertise and business offerings. But I wasn't getting around to doing so. I saw the Wyndham Learning Festival as the perfect opportunity to set myself a deadline to get them done. Hosting three events in one week was probably a bit much, and I was exhausted by the end of the week. But I am so glad that I did it, as I now have three new presentations that I can take to new audiences to help build my business.

The feedback from the attendees was super valuable and I have made some minor tweaks to my content, and I am now offering these presentations to other audiences, with little additional work, as all the content and promotional assets have now been created because of involvement with the Wyndham Learning Festival.

I was also able to further build my email list and generate leads, sales and 5-star Reviews.





Kashish's story – Student Placement

As an International Student studying at RMIT University, I found myself looking for meaningful ways to connect with the local community here in Melbourne. My student placement with the Learning Community Unit at Wyndham City Council gave me just that — along with an incredible opportunity to be a part of the Wyndham Learning Festival. When I started my placement, I was excited to contribute to the Festival, but I didn't quite expect it to be such a turning point for me! Experiencing the Festival wasn't just about attending a series of events (though I did attend quite a few!), but about being a part of the intricate process that brings such a large-scale Festival to life. It was like watching a puzzle come together piece by piece. With each task, as small as it may be, I felt like I was contributing to something bigger than myself.

I had the privilege of attending some standout events, each one sparking some new ideas and thoughts. The Launch with Dr. Karl was electric, full of quirky insights and mind-bending science facts that left everyone buzzing. I also attended the Living Green event with Hannah Moloney, the Learning for Business events, the Young Scientists Competition, and the Cultural Showcase event hosted by Wyndham Community & Education Centre, among others. What struck me the most was seeing so many people from different backgrounds come together to learn, share, and grow. The sheer diversity and enthusiasm of attendees reflected a community spirit I had never experienced before. It was really inspiring to witness how the Festival fostered such a strong sense of connection and belonging, bringing everyone together through the simple act of learning.

The most significant change for me was how this experience expanded my understanding of learning. It showed me that learning doesn't just happen in lecture halls and through textbooks — it thrives in community spaces, through shared conversations, community events, and hands-on experiences. Experiencing the Festival showed me the value of collaboration and the joy of community learning. It has shifted my perspective on how I want to approach learning in my own life — and hopefully I can carry that spirit of curiosity and openness into future projects, wherever they may be.



Nawaz Story - Events Attendee

I'm Nawaz, a Zoroastrian from Mumbai, now living in Point Cook, Melbourne. I'm a Handwriting Analyst, Grapho-Therapist, Author, NLP Master Practitioner, Coach, Speaker, and Healer, and currently pursuing my PhD as a lifelong learner. I first heard about the Wyndham Learning Festival through an email from Wyndham Council, and later from flyers at community centres. I was excited to participate in the Festival, especially as someone who is passionate about personal and professional growth.

This year, I attended 17 sessions, including 10 Seconds of Calm, Breaking Free from Self-Doubt, and The Power of Food as Medicine, among many others. While some sessions offered exactly what I was looking for, others were an opportunity to explore new areas of learning. The session on Living Books was particularly special to me, as I've been a Living Book myself in the past. It was wonderful to reconnect with that experience and hear new stories.

The Wyndham Learning Festival gave me an overview of the different activities in our community, organisations conducting them, and the most significant impact for me was the opportunity to network with like-minded individuals and entrepreneurs. During one of the events, I even had the chance to present a short session on Handwriting Analysis and Grapho-Therapy, which was very well received and opened doors for future collaborations. The Festival allowed me to engage deeply with the community, offering both personal insights and professional growth.

*I must congratulate **Wyndham Community & Education Centre and the Wyndham City Council** for this wonderful Festival where there was something for everyone, young and old, housewife or entrepreneur, to learn, network with like-minded people and experience your own growth. I look forward to next year's Festival, where I plan to participate as a presenter. Wyndham Learning Festival has truly been a platform of discovery, connection, and inspiration for me.*

Marketing and Promotion

The marketing strategy for the 2024 Wyndham Learning Festival (WLF) focused on two primary objectives: attracting event providers and engaging participants from the Wyndham community.

Wyndham City Council's (WCC) Communications Team spearheaded a comprehensive marketing plan and campaign strongly echoed by the efforts of Wyndham Community & Education Centre. A wide range of digital and print assets were developed, including social media graphics, posters, digital screens, and online backgrounds for MS Teams meetings. Paid, targeted Facebook posts proved to be the most effective, yielding high engagement, clicks, and impressions, with a total reach of over 46,285 (WCC) and 30,600 (WLF - up and incredible 267% from 2023) on Facebook alone.

Additionally, organic posts and shares across local Wyndham Facebook groups helped boost awareness. Daily posts on the official WLF Facebook page kept the community informed about upcoming events.

The call for Expressions of Interest (EOI) to attract event providers was announced in May and closed in July. Marketing efforts to recruit event providers began in April 2024, with the Festival being promoted to potential collaborators. By July, attention shifted to promoting the Festival events to the wider community via multiple channels.

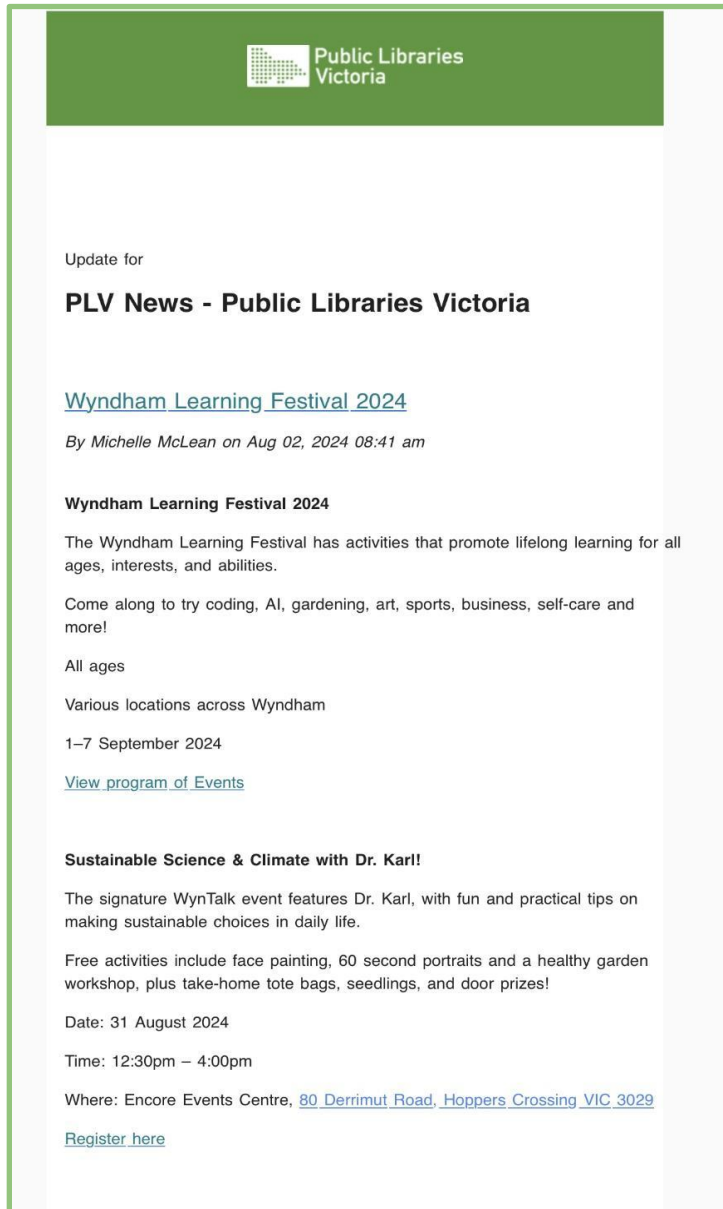
The marketing campaign prioritised cost-effective, direct marketing strategies. Key promotional channels included:

- Regular posts on the WLF Facebook page, shared across local community pages.
- A new WLF LinkedIn page with regular LinkedIn posts to expand reach.
- Feature posts on other Council Facebook pages, including Wyndham Libraries.
- Listings on Wyndham City "What's On" page.
- Inclusions in Council e-newsletters for staff and local schools.
- Articles in local newspapers.
- Paid Facebook advertising.
- Each event host was also provided with individualised social media tiles and printable posters with QR codes to assist them in promoting through their own networks.
- Network sharing via emails, social media posts, and face-to-face interactions.
- New initiative this year included high profile Digital billboards advertising and;
- PTV train carriage advertising.

This multifaceted approach successfully raised awareness and engagement across the community, contributing to the festival's overall success.

Promotion in the Public Libraries Victoria E-Newsletter

Public Libraries Victoria released an e-newsletter on August 02, 2024, where they published an update on the 2024 Wyndham Learning Festival, highlighting various activities designed to promote lifelong learning across all ages, interests, and abilities. The e-newsletter also spotlights the opening event of the Festival with Dr. Karl.



Above: E-newsletter released by Public Libraries Victoria on August 2, 2024.



Wyndham Learning Festival features in the September edition of Families in Wyndham E-news!

The e-newsletter released by Families in Wyndham on 28 August, featured the 2024 Wyndham Learning Festival, highlighting the diverse range of activities designed to promote lifelong learning across all ages, interests, and abilities.

Below: A screenshot of the e-newsletter released by Families in Wyndham.

The screenshot shows the 'Families in Wyndham' logo at the top, with the text 'September 2024 Edition' below it. A paragraph states: 'Families in Wyndham eNews keeps you informed about free local programs, supports and activities for children (0-12 years) and families.' Below this is a large promotional graphic for the 'WYNDHAM Learning FESTIVAL' on '1-7 SEPTEMBER 2024'. The graphic includes the text 'EMPOWERING COMMUNITIES THROUGH LIFELONG LEARNING' and 'Be inspired and learn something new at the Wyndham Learning Festival.' A photo of a woman and a child is featured. At the bottom of the graphic are logos for various partners including NCA Australia, Victoria, Southern Cross, and Wyndham. Below the graphic is the section header 'Wyndham Learning Festival' followed by text: 'Discover the magic of the Wyndham Learning Festival with over 90 FREE events!' and 'With the theme "Empowering Communities Through Lifelong Learning", and running 1-7 September there will be something for all ages, interests and abilities..'. Further text says: 'Join us on for an action-packed week of learning, fun, and community spirit. From inspiring talks to hands-on workshops, there's something for everyone. Don't miss your chance to be part of this amazing celebration—register now!'. 'Program Dates: 1-7 September, 12.30pm - 4pm'. At the bottom is a dark button with the text 'Register'.



Wyndham Learning Festival 2024 Posters displayed across Wyndham.

These posters were created to provide a clear and organised overview of the 2024 Wyndham Learning Festival events, categorised by area. To facilitate increased engagement, each poster featured QR codes for easy, accessible registration for the events. All posters were displayed in community spaces across each locality to maximise visibility and participation. Categorising the events by geographic area provided residents of Wyndham with a convenient and accessible way to participate in the Festival activities happening near them, ensuring a wide reach and high community involvement.



Above : 2024 Wyndham Learning Festival event posters categorised by area.



Above: 2024 WLF event poster at Coles, Hoppers Crossing.



Above: Posters promoting the Wyndham Learning Festival at the Hoppers Crossing Library.

The display features the Festival's main poster, inviting community members to explore an array of free events dedicated to lifelong learning. From sustainability talks to creative writing workshops, and more, the display highlights unique opportunities for community engagement, showcasing the diverse range of learning experiences available during the Festival.



Left: Printed promotional material (A3 poster). Material was displayed in various locations including community centres and libraries.

Wyndham Learning Festival 2024

The Wyndham Learning Festival is held annually to promote, encourage and support lifelong learning. Led by Wyndham Community & Education Centre, with support of Wyndham City, the Wyndham Learning Festival aims to celebrate and inspire lifelong learning and is run from 1-7 September.

With the theme this year "Empowering Communities Through Lifelong Learning", there will truly be something for everyone from Healthy Home cooking, Burmese weaving, Building Inner Resilience, to a nature walk at Werribee River, basic car care and a DIY organic skincare workshop. There is also a full-day of Learning for Business workshops, you can Talk to a Living Book, Try Lawn Bowls, explore a Career in Early Childhood, participate in a Zumba class and marvel at the creations on display at the Young Scientist of Wyndham Competition.

For the full program visit: www.wynlearningfestival.org.au

Be immersed with Dr Karl
 – An Eco- Expedition into Sustainable Science and Climate

The program highlight this year is the Signature event featuring the esteemed Dr Karl on Saturday 31 August 2024 at 12-30pm to 4.00pm at Encore Events Centre, Hoppers Crossing. Join this free informative session packed with fun and practical tips on making sustainable choices in daily life.

For more information and to book tickets visit: www.wyndham.vic.gov.au/drkarl

8 Wyndham News August 2024

Left: Digital snippet of Wyndham News article.

Wyndham News has a broad reach and is distributed to all households in Wyndham, displayed in libraries and community centres and published online.

Featured in various eNewsletters:

- WCC Libraries eNews
- Wyndham Libraries What's On Aug/Sep
- Choose your employment pathway today!
- WCC Monday Memo
- Australian Learning Communities Newsletter
- Wyndham Arts eNews
- Your Families in Wyndham eNews
- Teachers Environment Network
- WCC Insights
- WCC The Buzz eNewsletters
- Green Living in Wyndham
- Other - Mayors video posted on social media.

Featured in Newspapers:

- Star Weekly Wyndham, also Melton and Maribyrnong Star Weekly,

The Festival was featured on the front cover of the newspaper and featured a $\frac{3}{4}$ page article promoting both the signature event and the entire weeklong festival.



Wyndham Learning Festival Metro Trains Promotion

The Wyndham Learning Festival was, for the first time in 2024, advertised in PTV train carriages. The poster was prominently positioned over the windows, ensuring high visibility to passengers. The poster also included QR code for easy access to more information and event registration. These metro trains promotions ran between 1- 28 August 2024.



Above: Image of Wyndham Learning Festival poster being displayed in train carriages.

Wyndham Learning Festival Digital Billboards Promotion

The Wyndham Learning Festival was advertised on two roadside digital billboards, for the first time in 2024, on Princes Freeway and Old Geelong Road, Hoppers Crossing, from 19 August to 1 September.



Above: Digital Billboard artwork



Engagement Report:

Wyndham Learning Festival Dr. Karl Social Media Data Wyndham City Facebook:

AD

Link Clicks: 749
Engagements: 895
Reach: 46,285

ORGANIC

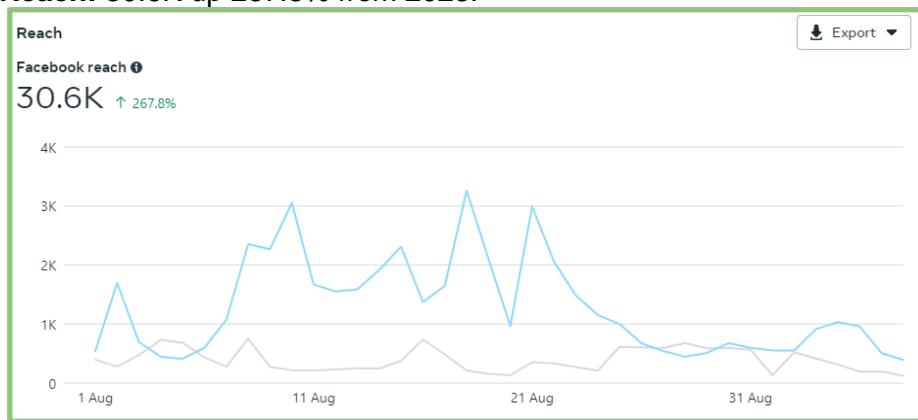
Link Clicks: 10
Engagements: 278
Reach: 6,563



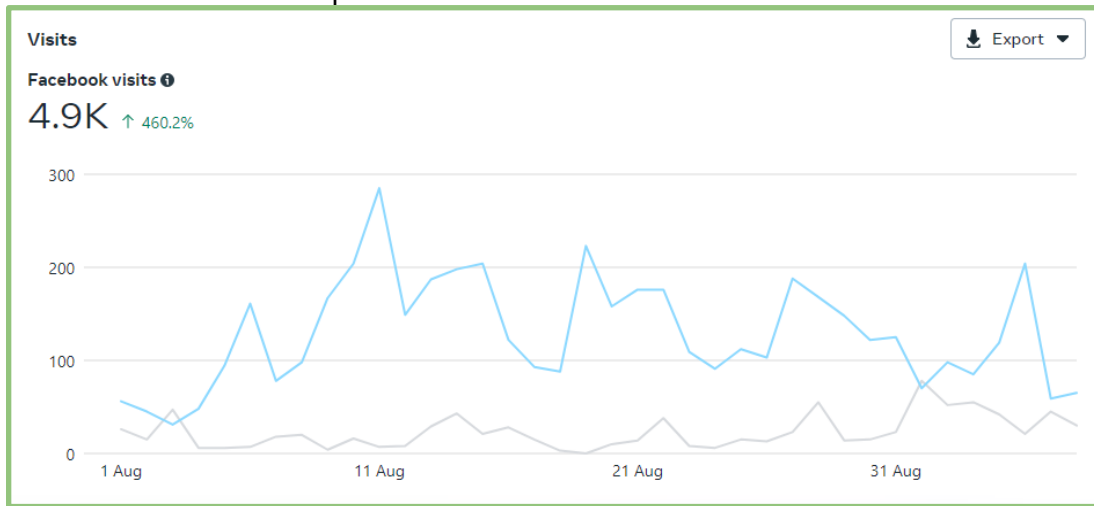
Wyndham Learning Festival Social Media Report:

WLF Facebook: 1 Aug – 7th Sep 2024

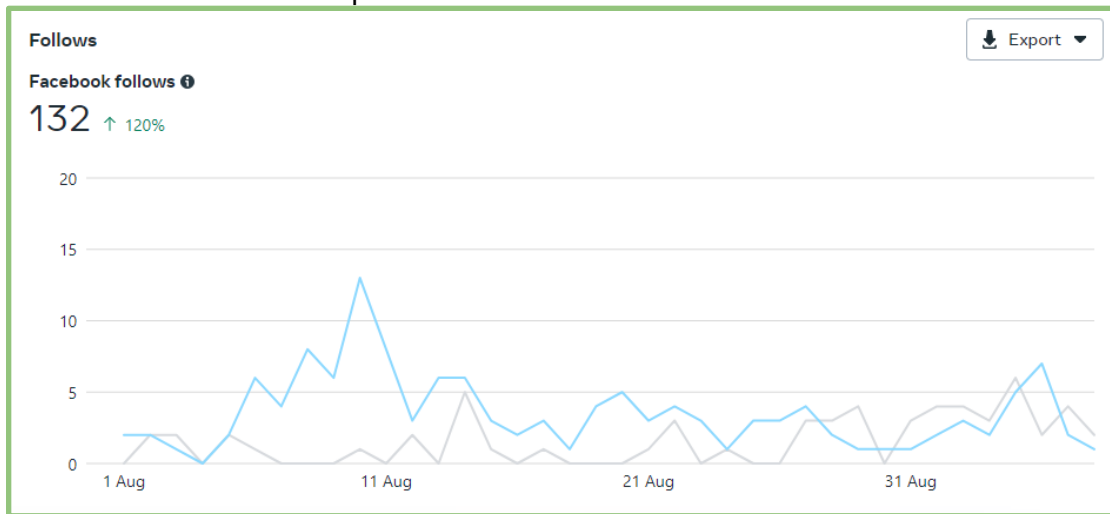
Reach: 30.6K up 267.8% from 2023.



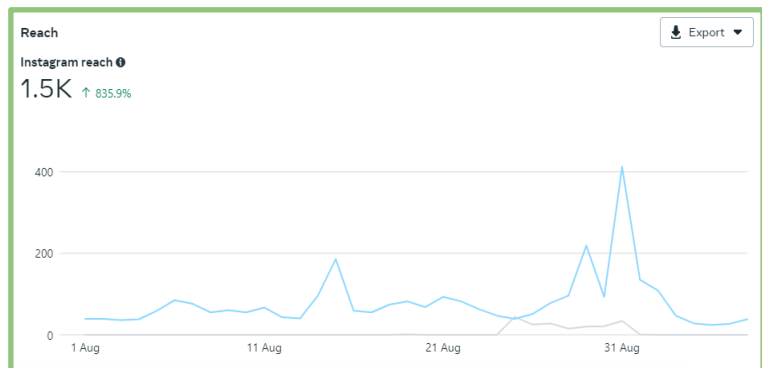
Facebook Visits: 4.9K up 460.2% from 2023.



Facebook Follows: 132 up 120% from 2023.



Instagram 1 Aug – 7th Sep
Reach: 1.5K up 835.9% from 2023.
Visits: 460 up 5.0k % from 2023.
Follows: 111 up 120% from 2023.



The Buzz Newsletter at Wyndham Community Learning Centres and Hubs

Various articles were submitted to the Buzz Newsletter team, who added this as a stand-alone news piece to ensure wider coverage and many articles were also included in individual community centre newsletters. In addition, community centre staff put posters up around their centres and added the information to their weekly mailouts, which have a wide reach into the community.

Promotional material was also displayed on Wyndham Library branch digital screens and Community Centre screens.



WLF Teardrop Banner developed by Wyndham CEC

Other Mailouts

Mailouts promoting the Festival, including the community managed inboxes (council managed), were sent every few weeks to give the Festival regular exposure; Wyndham Disability Services Network; Learning Community networks; the Social Support Service Project network; Neighbourhood Hubs mailing list, Libraries eNewsletters, Active Wyndham eNewsletters, WyBayLLEn, Wyndham Best Start eNewsletters, Committee for Wyndham, Wyndham News, The Loop, CEO Monday Memo, and Adult Learner Week 2024 website.

WLF Bags as a Marketing Tool

For the 2024 Wyndham Learning Festival, 5,000 festival bags were produced featuring images created by two local artists who participated in the Way-Out-West Photography Competition, an initiative led by Wyndham Libraries and Youth Services. These designs were selected by the working group to showcase the artistic talent of Wyndham's youth. Each bag was printed with the Festival website URL and a QR code, making them not only visually appealing but also functional promotional items. The 5,000 bags (2,500 of each design) were distributed through various channels, including the Festival Launch, Wyndham Community Centres, local libraries, kindergartens, community groups and by event providers.



WLF 2024 Bags - artworks by local young people; Bea Payla and Tia Misquitto

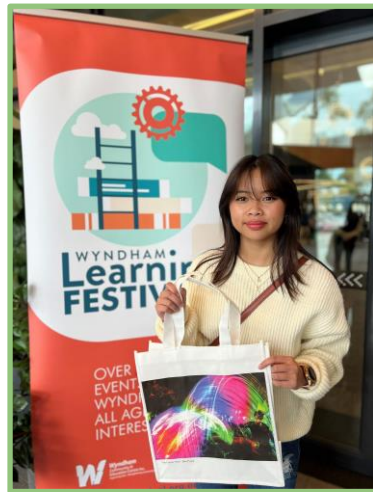


Image: Bea Payla, Artist

Bags of colour at festival

This year's Wyndham Learning Festival will come with an extra dash of colour and creativity courtesy of two local artists.

Artwork from local creatives Tia Misquitta and Bea Payla will feature on 5000 official tote bags produced for the festival which runs from September 1 to 7.

Tia and Bea's images were chosen from entries to the 2023 Way Out West photography competition and Wyndham councillor Jasmina Hill said they were appropriate for this year's festival.

"The theme this year is Empowering Communities through Lifelong Learning and supporting two local creatives connects directly with this theme," she said.

Misquitta is a 14-year-old student from Williams Landing with a passion for photography and books and uses photography to explore her self-expression. Her image Love for Books was inspired by her favourite books including the Tom Gates series.

Bea's image The Colour Thief was the second image selected. The 17-year-old student from Upper Point Cook commenced her journey into the realm of art and creativity with a visit to Bendigo during Chinese New Year festivities. Armed with her camera, Bea captured the vibrant hues and lively spirit of the Easter Festival parade.

The Wyndham Learning Festival bags will be printed with the image on one side, and the festival logo on the other and are reusable.

The 2024 festival will be launched by Dr Karl at Encore Events Centre August 31. Details: wynlearnfestival.org.au

2 WYNDHAM STAR WEEKLY Wednesday, 26 June, 2024

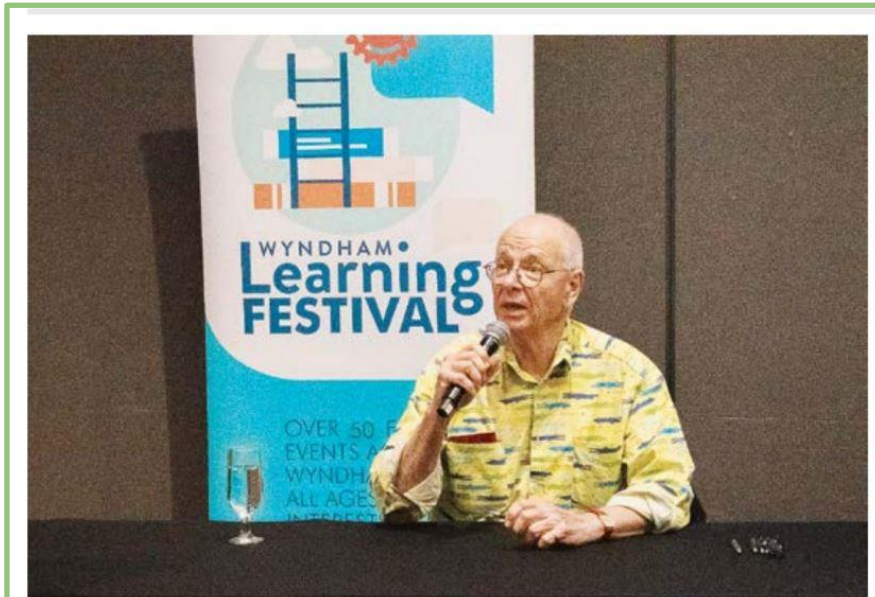
Above: Article in Wyndham Star Weekly, 26 June 2024.



Media Coverage

The Wyndham City Communications (WCC) team implemented a comprehensive marketing campaign, creating a suite of graphically designed assets tailored for various platforms. These included social media graphics, posters, and digital screen signage.

Additionally, the WCC team coordinated media coverage through the **Star Weekly**, featuring a promotional article leading up to the festival on 26 August 2024 and a wrap-up article published on 4 September 2024. The articles can be accessed via the **Star Weekly digital editions**: [Star Weekly Digital Editions](#).



Dr Karl speaking at WYNtalk. (Supplied)

Dr Karl gives climate change talk

The 2024 Wyndham Learning Festival launched on Saturday, August 31, with the program highlight WYNtalk featuring Dr Karl Kruszelnicki.

Taking place at Encore Events Centre, a crowd of over 300 attended to hear the renowned academic and pop culture figure, known affectionately as 'Dr Karl', deliver his 'An Eco-Expedition into Sustainable Science and Climate' talk.

The talk included a series of climate facts and practical tips on making environmentally sustainable choices in day-to-day life.

Dr Karl emphasised the need for clear and accurate communication on important issues such as climate change, warning of the

harm that misinformation and "fake news" can cause.

"There are four messages of good hope. One, we can fix climate change. Two, we are in the most peaceful time in human history. Three, today's kids are the smartest generation ever and four, we can fix COVID."

Environmental issues such as the increase of microplastics in the local ecosystem were also discussed.

The Wyndham Learning Festival will continue to run until September 7, featuring an array of programs and activities with over 90 events, ensuring that all members of the community can find a learning event that interests them.

This year's festival will provide a range of events and activities, covering interests such as home cooking, weaving, building resilience, basic car maintenance and DIY skincare.

The Wyndham Learning Festival is led by the Wyndham Community and Education Centre with support from Wyndham council.

The event seeks to promote education and display the social, economic, cultural and environmental benefits of learning, with this year's theme being the empowerment of communities through lifelong learning.

Details: www.wynlearnfestival.org.au/

Jaidyn Kennedy

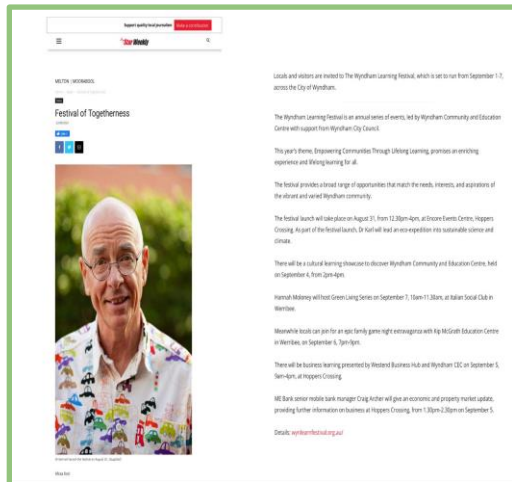
Wyndham Learning Festival Featured On The Front Page Of Wyndham’s Star Weekly

The 2024 Wyndham Learning Festival featured in Wyndham Star Weekly e-newspaper, under the title “Festival of Lifelong Learning”, inspiring community members to explore over 60+ free events, ranging from sewing, cooking, sustainability, and basic care maintenance workshops- all aimed at building new skills and fostering connections. The article also features Frith Littleford, Education Projects Manager at Wyndham Community and Education Centre encouraging people to join the Festival and try something new, learn and connect with other people.

Wyndham Learning Festival Features On The Front Page Of Hobsons Bay & Melton Star Weekly

The Wyndham Learning Festival received prominent coverage on the front page of [Hobsons Bay](#) and [Melton’s](#) Star Weekly e-newspaper under the title “Festival of Togetherness”. The articles highlight the Festival’s success in uniting the community and showcasing diverse learning experiences. The articles celebrate the Festival’s role in promoting educational enrichment and cultural diversity, reflecting the Festival’s impact on local engagement and inclusivity.

Below: A screenshot of Wyndham Learning Festival’s feature in Melton’s Star Weekly published on 22nd August 2024 and in Hobsons Bay’s Star Weekly published on 23rd August 2024.



Wyndham Learning Festival Featured In Adult Learning Australia's Adult Learners Week Promotion

The Wyndham Learning Festival has been featured in the promotional materials of Adult Learning Australia (ALA) for [Adult Learners Week](#) 2024. ALA is the national voice for adult and community education and plays a crucial role in advocating for lifelong learning opportunities across the country. Their recognition of the Wyndham Learning Festival underscores the impact and importance of the Festival's efforts in promoting adult education and community engagement.

The Adult Learners Week theme for 2024 was Take the Journey - #ALW 2024, supporting the belief that anyone can take the journey through adult education, regardless of your age or stage in life.

Adult Learners Week in Australia is part of an international Festival of adult learning.

Below: A screenshot of Adult Learning Australia's LinkedIn promotion of the Wyndham Learning Festival.



Learning festivals: Wyndham shows the way

Local learning for achieving Sustainable Development Goals



JOHN TIBBITT
JUN 19, 2024

Learning festivals: Wyndham shows the way.

Local learning for achieving Sustainable Development Goals by [John Tibbitt](#):

I have written before here about the importance of learning for place. An important way of engaging communities with opportunities for learning both locally and more widely is the learning festival. Learning cities in Australia are following the lead of Cork in Ireland in giving a high profile to this approach. [Read the article here](#)

Sponsorship



Image of 2024 Sponsorship Prospectus

A targeted Sponsorship Prospectus was developed to support the engagement of sponsors for **2024. Sponsorship packages included:**

- Platinum Sponsor: \$10,000 (plus GST)
- Gold Sponsor: \$5000 (plus GST)
- Silver Sponsor: \$2,500 (plus GST)
- Bronze Sponsor: \$1000 (plus GST)

We were thrilled to have our gold sponsors return for 2024:

- [VU Polytechnic](#)
- [Pacific Werribee](#)

and with new sponsors this year

- Bolinda BorrowBox
- Kip McGrath Tutoring
- Southern Rural Water

Gold Sponsors:



New Sponsors in 2024



Learning for Business event sponsor



ME Bank sponsored the Learning for Business showcase.



Community Engagement

eDM Marketing Overview

To attract potential hosts and participants for the Wyndham Learning Festival, Wyndham CEC subscribed to both HubSpot and Mailchimp for email marketing campaigns. HubSpot was specifically utilised to manage and send targeted email campaigns.

Mailouts to potential event hosts reached nearly 600 community members, including previous festival hosts, local organisations, and businesses through a combination of targeted and cold marketing.

An initial email inviting interest in running an event was sent and followed up with three additional emails as the deadline for Expressions of Interest (EOIs) approached. This resulted in approximately 2,400 total emails being sent across these campaigns (excluding emails regarding information sessions), distributed to around 600 unique email addresses.

Overall, approximately 2,675 individual contacts were reached, including hosts (600), participants (up to 2,000, added through automated email collection when they registered for events), and sponsors (around 75).

Additionally, the cold marketing outreach generated two promising new sponsor leads for the 2025 festival. This comprehensive email campaign ensured strong engagement with the local community and increased participation in the festival.



Example of EDM

Support to Event Providers

Numerous communications were distributed to event providers in the lead up to the Festival by the Project Coordinator, including emailed communication with all event providers including detailed information on completing feedback surveys, posting to social media and also the [event provider toolkit](#). Various support was offered including attending planning meetings of event providers, assisting with images for their events, detailed support for website issues including an instructional video ([Video on how to register a WLF event](#)), and the option to complete information in a Word document to be uploaded on their behalf.

The support to providers also helped increase registrations and participation. Feedback from an event holder said:

- *Kudos to the WLF2024 team for another amazing year! It was an honour to present two workshops this year and to receive positive feedback for both.*

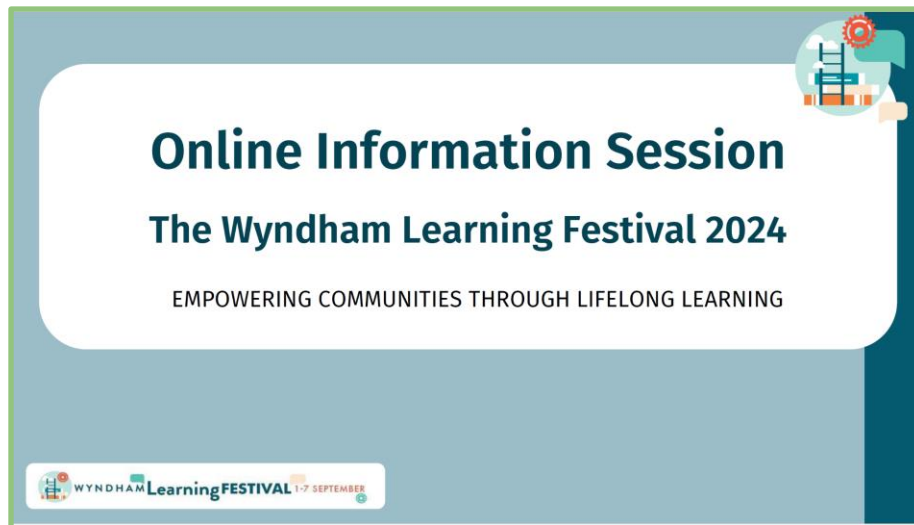
Further Survey Feedback from event holders:

- *“For my first learning festival, I was so grateful for all the support and help from the organisers.*
- *Thanks for all the marketing tips and support through emails.*
- *It was amazing to be a part of WLF and to educate audiences.*
- *It’s a wonderful way to meet and connect with the individuals who live in Wyndham.”*

Event Holder Information Session

Online Event Holder Information Session - May 21, 6pm – 7pm.

A highly engaging information session was delivered online via Teams for prospective event holders.



Above: Title slide of presentation shared during online information session

Event Holder Information Session

A further highly engaging in-person Information Session was held on 10 July 2024 where guest speaker and long-time supporter of the Wyndham Learning Festival, Imran Abul Kashem, gave a presentation on key aspects of the 2024 Wyndham Learning Festival. The session covered insights into the Festival, strategies for successful event marketing and personal branding tips among others for the event hosts. [The presentation can be accessed here.](#)



Left: Guest speaker Mr. Kashem during the information session.

Here are some key Insights shared by Imran during the session:

Start with Why:

Understanding the purpose behind your event is crucial. Knowing why you are organising the event and why participants should attend helps you promote it effectively and deliver your message with clarity. It creates a strong foundation for your marketing efforts.

Know your audience and market to them:

Identify your target audience and tailor your marketing strategies to reach them. Understanding their needs, preferences, and behaviours will allow you to create targeted and effective marketing campaigns that resonate with them. E.g. ticktock for younger audiences or LinkedIn for business focused events

Content, content, content:

Quality content is at the heart of successful event marketing. Develop engaging and valuable content that highlights the benefits of attending your event. Use a mix of social media posts, videos, updates, and email campaigns to keep your audience informed and interested.

Communication is key:

Effective communication is essential throughout the entire event marketing process. Ensure clear, consistent, and timely communication with your audience. Use multiple channels to reach them, including social media, email, and your event website. Respond promptly to inquiries and provide regular updates. Create a sense of urgency and encourage participants to let you know if they can't attend your event.

Have realistic expectations with free events:

When hosting free events, manage your expectations. While free events can attract many registrants, not all will attend. Plan for a lower turnout rate and focus on engaging those who do participate. Offer value and create a memorable experience to create a loyal connection.

Follow up to develop relationships:

After the event, follow up with participants to develop lasting relationships. Send thank-you email, request feedback, and provide additional resources or information. Building a connection with your attendees can lead to future engagement with your services or business.

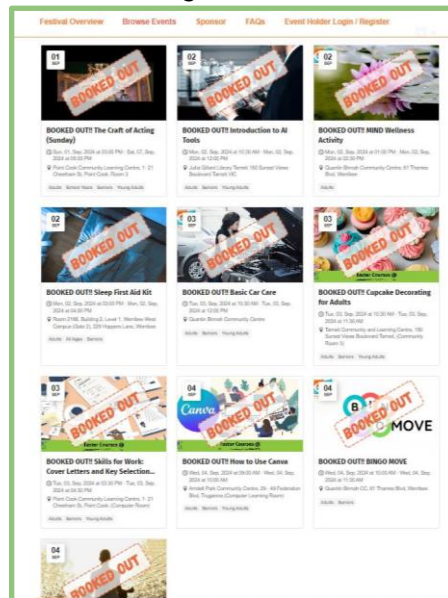
Events Registered

A total of 98 events were registered for the 2024 Wyndham Learning Festival. Many events were fully booked, demonstrating strong community interest and participation. (See Appendix for the complete list of all 2024 WLF events.)

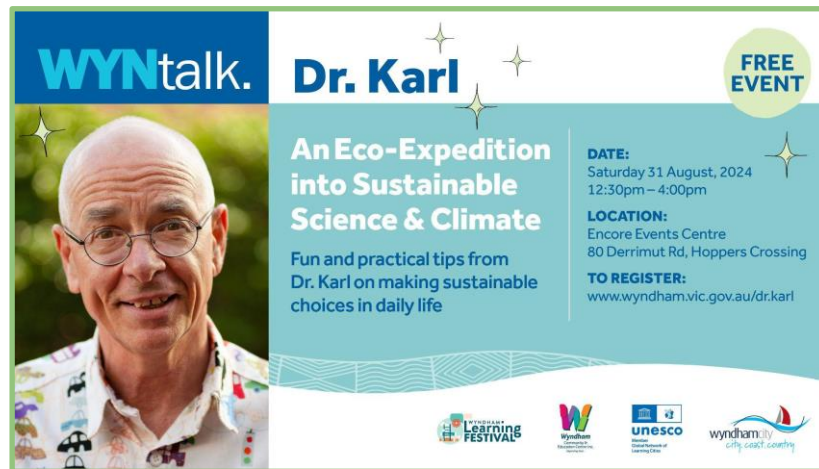
Wyndham Learning Festival events booked out!

The 2024 Wyndham Learning Festival received an overwhelming response from the community, with most events booked out before the official launch of the Festival. The early sell-out of these events highlights the community’s eagerness to engage in lifelong learning and participate in enriching activities.

Below: Booked out events on the 2024 Wyndham Learning Festival Website.



WLF Official Launch & Wyntalk Signature Event



The 2024 Wyndham Learning Festival kicked off with an inspiring WynTalk event featuring Dr. Karl Kruszelnicki, held on Saturday, 31 August. With over 670 registrations and 500 attendees, the event was a resounding success. Dr. Karl captivated the audience with his passion for science and lifelong learning, making complex topics like sustainable science and climate change engaging and accessible to all.

Uncle Mark Brown opened the event with a powerful Welcome to Country, reminding us of the importance of Indigenous voices in caring for the land. Dr. Karl then took the stage, guiding the audience through an insightful exploration of sustainability and climate issues. He highlighted the prevalence of microplastics in everyday life, noting that an average 40-year-old carries microplastic equivalent to half a block of butter. Despite such alarming facts, he offered hope, emphasising that existing technology could reverse climate change at a fraction of the cost currently spent on fossil fuel subsidies.

The event also featured mini sustainable activities and a performance by the Alamanda K-9 College choir, which added to the vibrant atmosphere of the launch. Dr. Karl's keynote left attendees both informed and inspired, stressing the urgent need for action while reinforcing that it is still possible to make a meaningful difference.

The event was a powerful start to the Festival, showcasing the importance of education and awareness in addressing global challenges.

WLF Learning for Business

The Learning for Business Showcase, held on Thursday, 5 September at Central Park Community Centre, was a standout event of the Wyndham Learning Festival. Hosted by Wyndham CEC in collaboration with Westend Business Hub, this free, full-day event attracted a diverse audience eager to gain insights from industry experts.

Featuring 15 expert speakers across 11 sessions, attendees explored a range of topics including business coaching, using AI tools, stress management, public speaking, digital marketing, and finance. The event offered more than just presentations, with dedicated networking opportunities that allowed participants to connect, share ideas, and build meaningful business relationships. Community stalls added to the vibrancy, showcasing local enterprises like Wyndham Threads, and offering books from some of the speakers.

A light lunch, morning and afternoon tea, and fantastic barista coffee kept the energy high throughout the day. In line with our sustainability efforts, attendees were encouraged to bring reusable cups. Those who opted for the paper takeaway cups were encouraged to 'go lid free' to reduce waste.

The response from both participants and hosts was overwhelmingly positive, with many praising the practical tips, fresh insights, and supportive atmosphere. The event successfully fostered a strong sense of community and collaboration among local businesses, with many expressing keen interest in returning for the 2025 Learning for Business Showcase.

Special thanks go to our Gold sponsor, ME Bank, for not only providing financial support but also staying to assist with the event pack-up! And to all who attended, supported, and contributed to making this event a success, we aim to build on this momentum for future showcases!



WLF Website

The current Wyndham Learning Festival (WLF) website managed by Wyndham CEC, initially developed in 2021 and updated in 2022 and 2023, has become a critical tool for both event organisers and participants. Updates focused on creating a modern, visually appealing design, improving functionality for event registration, enhancing download speed, and ensuring user-friendly navigation, particularly with the event calendar.

The website featured dual landing pages, allowing a tailored focus depending on the audience. Initially, it supported event organisers with resources and registration tools, then in early August, it shifted to highlight the event calendar for participants, listing all scheduled events with easy access for booking and registration. This year, a new feature was introduced with the addition of an [interactive map view](#), allowing attendees to easily locate and explore all event venues.

Feedback indicated a high level of satisfaction:

- **88% of event participants** and **91% of event hosts** reported that the website was easy to use and navigate.
- Attendees appreciated the clear event categories, smooth registration process, and the ability to browse events by both date and theme.

Feedback and Areas for Improvement

While the website was praised, some areas for improvement were noted:

- **Technical Issues:** A small percentage of users reported occasional glitches when loading event pages or during the registration process, particularly when the site experienced high traffic.
- **Automated Features:** Several users suggested enhancements, such as **automated reminders** for upcoming events and **calendar plugins**, to help integrate event details into personal calendars.

These insights suggest that, while the WLF website is highly effective, further refinements—particularly in mobile functionality and automated support—would continue to enhance the user experience. This feedback has been taken on board, with planning for a full website overhaul for 2025 to enhance the user experience even further.



Evaluation Framework

The Festival took a broad approach to measure the impact of the Festival through the following diverse qualitative and quantitative tools.

Measurement Type	Measurement	Tool
Qualitative	Stories of involvement	Most Significant Change Technique
	Working group partnerships	MentiMetre
	Working group feedback	MentiMetre and discussions in final reflection session
	Event provider surveys	Survey Monkey
	Participant surveys	Survey Monkey
	On demand support feedback	Emails and chat function
	Communications from partners	Emails and chat function (from the online monthly meetings)
Quantitative	Number and diversity of events registered	WLF Website
	Participant registration numbers	WLF Website
	Participant attendance numbers	Survey Monkey (event provider survey)
	Social media engagement	Facebook and LinkedIn Views, Shares and Opens/clicks
	eDM engagement	Mailchimp Views, Shared and Opens/clicks
	Website views	WordPress, Google analytics

Launch and Keynote Event Participant Feedback

A survey was developed in Survey Monkey and asked participants a variety of qualitative questions about their involvement in the Festival Launch keynote event with Dr. Karl.

We received 53 responses from launch attendees, in general, the results demonstrate that:

- **Key activities enjoyed** included Dr. Karl's Eco-Expedition talk (60%), face painting, 60-second portraits, and the Healthy Garden Workshop.

Satisfaction:

- **95%** of attendees were either *very satisfied* or *satisfied* with the launch.
- **91%** found Dr. Karl's presentation on sustainable choices engaging and useful.

Attendance Likelihood:

- 95% of respondents indicated they were *likely* to attend a similar event in the future.

Awareness of the Festival:

- The majority (34%) heard about the festival via **social media**, followed by **email (16%)** and **word of mouth (16%)**.

Demographics:

- Most respondents were between the ages of **35-44 (18%)** and **65+ (35%)**.
- Attendees came from various suburbs, with **Werribee** being the largest group (34%).

Feedback Highlights:

- Attendees appreciated Dr. Karl's **clear and informative communication** on climate change, with many finding his presentation inspiring and hopeful.
- Suggestions included more interactive activities for different age groups and family-friendly content and to provide more solid examples of what we could do at home.
- Attendees appreciated the insightful presentations and expressed interest in more detailed educational content and expert speakers.

This data reflects a positive response to the launch event, with a clear interest in continuing to attend similar programs in the future.

Wyndham Learning Festival Launch with Dr. Karl – Quick Poll

A quick poll survey was also conducted with 15 respondents to gauge their **reactions** to how they felt about the event. The feedback was overwhelmingly positive, with responses categorised as follows:

Loved It 😊	1
	1
Liked It 👍	3
It was Okay 😐	0
Not for me 🙅	1
Other	1

Overall, the launch event was a hit, with the majority expressing great enthusiasm and satisfaction.



Event Participant Feedback

A general participant survey was developed in Survey Monkey and asked participants a variety of qualitative questions about their involvement in the Festival and event they attended. There were 133 total responses received from the participants. A summary of the survey results is below:

In general, the results demonstrate that:

- **Satisfaction:** An impressive **75%** rated their events 4 or 5 stars, with an average satisfaction rating of **4/5**.
- **Attendance:** **58%** attended one event, while **42%** participated in multiple.
- **Future Participation:** **95%** indicated they would attend a similar event in the future.
- **How They Heard:** Most heard about the Festival via **social media (26%)** and **Wyndham Learning Festival website (16%)**.
- **Demographics:** The largest attendee groups were aged **35-44 (32%)** and **45-54 (32%)**.
- **Website Usability:** **86%** found the site easy to use, but requests included **calendar sync** and better navigation.
- **Learning Highlights:** Key takeaways were **practical skills, inspiration, and community connections**.

The **2024 Wyndham Learning Festival** was a resounding success, with strong satisfaction rates and high engagement across events. Attendees appreciated the **free access** to high-quality learning and community-building opportunities. Moving forward, enhancing event scheduling, offering more **after-hours or weekend sessions**, and improving **website usability** will further elevate future festivals.

Event participant feedback:

- *Congratulations to you all for delivering such a brilliant event that highlighted these important issues. Dr. Karl was outstanding, and it was certainly a bucket list moment for our family to listen to and meet him. Thanks again for your effort and passion in bringing this festival together. I'm looking forward to attending more great events this week.*
- *I would like to say just how much I enjoyed today's events, exhibitions, and presentations. Prior to attending I had no idea exactly what happened there but took away with me not only a better understanding, but immense gratitude for the work that is being done and especially, HOW it is being done. Happiness is the key! What a fantastic learning environment you have created.*
- *Just wanted to say that I had such a great time today at the theatre workshop. Thank you for putting on such a great event. I feel like I might have the theatre 'bug' now and hope to be a part of something one day soon.*
- *I just wanted to let you know how much I enjoyed the meditation session. Excellent and very knowledgeable presenters.*
- *I would like to say just how much I enjoyed today's events, exhibitions, and presentations.*

Event Provider Feedback

Eighteen (18) WLF event providers filled out the survey monkey survey. A summary of the data of key notes mentioned below:

Key points of feedback from event holders:

- **Event Promotion:** Most hosts used a combination of **social media (78%)**, **Wyndham Learning Festival website (83%)**, and **email (56%)** to promote their events.
- **Attendance:** Registration numbers varied, with some events registering **up to 60+ attendees**. Actual attendance ranged, with some events having as few as 2 participants and others hosting up to 35 attendees.
- **Satisfaction & Willingness to Host Again:** **100%** of respondents expressed willingness to host future events, citing community engagement and positive feedback.
- **Perceived Impact:** **70-75%** of hosts observed increased **confidence, empowerment, and skills development** in participants.

Feedback:

- *It's a wonderful way to meet and connect with the individuals who live in Wyndham.*
- *Thank you so much to the WLF team and volunteers! You've worked tirelessly behind the scenes to make this year so rich in learning and so accessible to all in the community. I learned so much from the workshops I attended. It's been an honour to be a presenter this year and I can't wait for the next one!*
- *A big thank you to the Co-lead team, and the other helpers. The Learning for Business was a great day, had a real buzz about it and the proactiveness of your individual coordination, communication and WCEC in the promoting activities for our events was excellent. So well organised.*
- *We ran 2 successful workshops at Point Cook and Werribee which were oversubscribed for, so we are planning additional events, the response has been excellent.*
- *I wanted to extend my sincere gratitude for organizing the 2024 Wyndham Learning Festival. I know the tremendous amount of work, dedication, and likely sleepless nights that go into making an event like this a success. Thank you for your commitment to providing valuable learning opportunities to the community.*
- *I wanted to take a moment to express my sincere gratitude to the WLF Co-Lead team for your remarkable support during my first Wyndham Learning Festival. Your guidance and encouragement made the experience not only enjoyable but also incredibly well-structured. I truly appreciate the countless hours you must have invested to ensure everything ran smoothly. Your attention to detail and commitment to creating a welcoming environment did not go unnoticed. I am genuinely thankful for all your hard work and dedication. I had some good friends along the way as well. I'm already looking forward to next year and the opportunities it will bring. Thank you once again for everything you've done.*

In summary, the **2024 Wyndham Learning Festival** was seen as an invaluable opportunity for hosts to engage with the community, showcase services, and contribute to lifelong learning.



Post Festival Reflections Session

A reflection session was run with the working group on 19 September 2024. In our final Working Group reflection session, we gathered valuable insights using Mentimeter. Here's a summary of the key feedback:

- **One Word to Describe WLF 2024:** The Festival was overwhelmingly described as "amazing," "engaging," and "inspiring," reflecting the positive impact it had on attendees and participants alike.
- **Favorite Events:**
 - **Festival Launch with Dr. Karl's WynTalk** received praise for the buzz it generated and community engagement through the mini expo. Also noted was the event's high energy and Dr. Karl's generous engagement with the audience.
 - The **Young Scientists Competition** was a standout, with respondents expressing admiration for the innovation and talent of young participants, remarking how it restored hope for the future.
 - **Hannah Moloney's Living Green** talk was praised for its relevance to community well-being and sustainability.
 - and the **Wyndham CEC Cultural Learning** event was also a favourite.
- **WynTalk Feedback:** Dr. Karl's keynote was a highlight, described as enlightening and engaging. The mini expo was applauded for its inclusivity, and the event was seen as a strong start to the festival.
- **WLF Objectives Most Successfully Achieved:**
 - **Community Connection** and **Inspiring the Community to Learn** were rated the top achievements of this year's festival, each garnering 29% of the vote.
 - **Celebrating Lifelong Learning** came in at 19%, while **Diversity** (14%) and **Social Inclusion** (10%) were also recognised as successfully supported objectives.
- **Promotional Efforts:** The promotion of the festival through email campaigns, social media, and innovative methods like digital billboards and train carriage advertising

48



received positive feedback. Attendees suggested continuing to explore new ways to increase visibility and engagement, while leveraging existing channels more effectively.

- **Suggestions for 2025:** As the festival approaches its 10th anniversary, there was enthusiasm for introducing new themes and expanding event categories. Attendees expressed interest in refining the Festival's scope, with some suggesting that the number of events (98 this year) might be reconsidered to ensure focus and quality.

This feedback provides invaluable insights as we reflect on the 2024 Festival and begin planning for 2025. The success of this year's event, as indicated by the overwhelmingly positive feedback, sets a strong foundation for what we hope will be an even more impactful 10th anniversary celebration.



Considerations from the Co-lead team include:

- Consistent messaging directing all communication to the Wyndham Learning Festival website.
- Add into registration form check box for consent to received SMS updates/reminders.
- Explore plug in for WLF website for calendar invites and/or ability for those who register for an event to store the registration easily into their own calendar.

Next Steps

The Festival team will take a break from Festival activities, and then planning will begin for the 2025 Festival. The 2025 Working Group will be established around a new Terms of Reference, and the framework and goals for the 2025 WLF will be designed from February 2025. The Festival is set to run from 1 to 7 September 2025. The call for event providers to submit their expression of interest to run an event will occur after March 2025. We will be celebrating 10 years of the Wyndham Learning Festival in 2025!

Contact Details

For more information, www.wynlearnfestival.org.au or email contact@wynlearnfestival.org.au.

Links:

[Email](#)

[Website](#)

[Facebook](#)

[Instagram](#)



Appendix 1: 2024 WLF Program

Event Title

- 10 Seconds of Calm - Empowering Communities to Create a Shift in Their State of Well-Being
- 5 Steps to Building Inner Resilience
- 6 Steps to Scale Your Business
- Active Citizenship
- Adult Ballet Class with CDB Dance
- AI for Young Minds: Preparing for University and Work
- AI Tools That Will Revolutionise Your Business
- An Introduction to Volunteering: Enrich Your Life While Giving Back to Your Community.
- Art Therapy For Better Mental Health
- Basic Car Care
- Beatfactor Community Drum Workshop
- Bilingual Karen and English Story Time
- Bingo Moves
- Boost Your Business: Actionable employee wellbeing innovations
- Boost Your Visibility at Work: 3 Essential Strategies for Introverts and Quiet Achievers
- Breaking Free from Self-Doubt: Achieve clarity and confidence to live life on your own terms
- Breakthrough Growth: Strategies to Scale Your Small Business
- Career Leap: Transforming Futures - Workshop
- Chatterbox: Building Confidence Through Conversational English
- Constructing an Effective Cover Letter and Resume
- Cultural Learning Showcase: Discover Wyndham Community & Education Centre
- Cupcake Decorating for Adults
- Cyber Awareness Pub Trivia
- Deep Time River Walk
- Discover Mindfulness
- Discover Your Future in Childcare and Aged Care at AMES Australia!
- Discover Your Future in Childcare and Aged Care at AMES Australia! (ONLINE)
- Do you See What I See?
- Economic & Property Market Update
- Electrified playdough sculptures: A STEAM adventure
- Employability Skills
- Epic Family Game Night Extravaganza with Kip McGrath Education Centre

51



- Explorers Expedition Terminates at Werribee
- Financial Wellbeing and You
- Get a grip on grammar!
- Get Down and Nerdy!
- Holistic Financial Wellness
- How To Achieve Mega Ads Success With Meta Ads
- How to Kick Start Your Career in IT and Become Successful.
- How to Kick Start Your Career in IT and Become Successful. (ONLINE)
- How to Love, Serve, and Care for Others Without Sacrificing Yourself
- How to Use Canva
- How to Write Your Book Easily
- Information Evening with Kumon Truganina Education Centre
- Intermediate Scratch
- Introduction to AI Tools
- Learn to perform CPR on Babies & Children
- Learning for Business: Empowering Business, Enriching Communities
- LEGO Robotics with Rocket Academy (Grade 3-5)
- LEGO Robotics with Rocket Academy (Prep - Grade 2)
- Living Green with Hannah Moloney
- Lunch and Learn: New Zealanders Pathway to Dual Citizenship
- Make a Natural, Vegan and Eco-Friendly Self-Care Routine
- Master Class: Young Emerging Speakers
- MIND Wellness Activity
- Mutuashi Dance: Learn to Congolese Dance
- Pacific Werribee Jobs Fair 2024
- Parenting Highly Sensitive Children: From Struggle to Strength
- Parenting Talk: How to Read with Your Children
- Practical Demonstration - CPR & Blood Glucose Testing
- Profitable Marketing: Streamline Your Strategy for Maximum Success and Minimal Stress
- Rewire Your Brain: From Stress to Success
- Ride Park Tour and Information Session
- River Whispers: A Self-Guided Walk
- Rosette Crafting Workshop
- Saltwater Chinese Playgroup Family Fun Day
- Scan Documents With a Smartphone
- Seminar on Cellular Health and Ageing

- **Seniors Healthy and Active Morning at the Seniors Exercise Park**
- **Sew Cool- Fidget Quilts**
- **Skills for Work: Cover Letters and Key Selection Criteria**
- **Sleep First Aid Kit**
- **Start Your AI Journey**
- **Starting a New Business**
- **Success Starts Here: A Guide for Entrepreneurs and Small Business Owners**
- **Talk to a Living Book**
- **The Art of Digital Marketing**
- **The Craft of Acting**
- **The Craft of Acting (Sunday)**
- **The Creatives Department**
- **The Power of Food as Medicine: A Video Presentation and Demonstration**
- **The Recipe to Sales Success**
- **Transform Your Business with AI: Expert-Led Workshop**
- **Try Bowls!**
- **Unity in Wellness: Embracing Diversity for Community Health**
- **Unlock Your Full Potential: Personal and Professional Growth**
- **Unscripted: The Art of the Authentic Pitch**
- **Using AI To Create Social Media Content With Ease**
- **VU Early Childhood Careers Expo**
- **Water Wisdom Workshop**
- **Werrabee Public Art Walking Tour: A Self-Guided Event**
- **WynTalk: Dr. Karl's Eco-Expedition into Sustainable Science and Climate!**
- **Yoga Meditation and Healing 365**
- **Young Scientist of Wyndham Competition 2024**

Appendix 2: WLF Video Wrap

[Link to WLF video here](#)

Above: Festival wrap-up video produced after the event. Video highlights positive feedback received from festival attendees collected from feedback surveys.



Join us in 2025 for another
fun filled and immersive festival!

